



Make the smart choice for your business.

CHOOSE RENEWABLE ENERGY.

Green Power *for Business*

- Enhance your organization's image
- Demonstrate your environmental leadership
- Show your concern for the community
- Inspire others to "go green"
- Boost employee morale, recruitment and retention
- Add appeal to your product or service
- Distinguish your business from competitors

Where does our renewable energy come from?

Through our membership in WPPI Energy, a regional power company serving Wisconsin, Upper Michigan and Iowa, we have access to energy from a variety of nearby renewable resources, including wind, biogas and solar energy.



You can have confidence in certified Green-e Energy. The Green-e Energy logo helps consumers easily identify environmentally superior renewable energy options. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

There's no better time to support renewable energy

Supporting the use of renewable energy is a real "win-win" for your business and for the community. Your local, customer-owned utility makes it easy with the Green Power for Business program.

Through Green Power for Business, you can contribute to a cleaner environment and sustainable energy future. Every dollar you invest in renewable energy is used to foster the growth of renewable resources.

"The more people who support an investment in renewable energy, the more quickly we will see benefits, and the greater the gains will be in the long term."

— George M. Harper, Ed.D., President
Counseling & Assessment Service, PC
Independence, Iowa

"Buying green" is also good for business. Studies show that people have a more favorable view of — and are more likely to buy services from — companies that demonstrate concern for the environment.

Why renewable energy?

It's clean. The more energy we use from renewable resources, the less we will need to rely on fossil-fuel based energy. We can reduce carbon dioxide emissions — which contribute to climate change — and keep the air we breathe cleaner.

"I purchase renewable energy to set an example for the community. I am willing to pay more now to pay less later."

— Alan Strohschein
Strohschein and Green Law Office
Columbus, Wis.

It's sustainable. Renewable energy sources such as wind, water, biogas and solar can never be depleted. That's simply not true of conventional generation sources such as coal, oil and natural gas. And because it's produced from resources that are available here at home, renewable energy can increase our energy independence.

It's forward-thinking. Diversifying our power supply by adding renewable resources offers long-term advantages. For example, this limits our exposure to expected increases in the costs of fossil fuel generation. Increasing the use of renewable resources can help control energy costs in the future, particularly when combined with energy efficiency and conservation measures.

"We purchase renewable energy in order to demonstrate community leadership. We view our participation as an investment in the business community and in a sustainable energy future for Sun Prairie."

— Ann Smith, Executive Director
Sun Prairie Chamber of Commerce



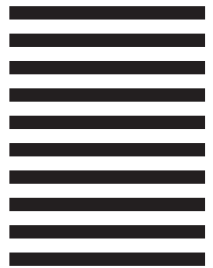
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PO BOX 922
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Marketplace

Put the nation's leading symbol of renewable energy excellence to work for you.

When you purchase Green-e certified energy through the Green Power for Business program, your organization may be eligible for Green-e logo use through Green-e Marketplace. This highly regarded program will help you communicate your environmental leadership to customers, employees and others.

For a description of the program and a list of requirements, visit www.green-e.org/marketplace. To get started, contact your Energy Services Representative. Green-e Marketplace is administered by the Center for Resource Solutions.

Getting started is quick and easy

Supporting renewable energy is a simple decision to make. There is no special equipment to install, and no change in the way your organization receives or uses energy. To sign up, just choose an amount of renewable energy that's equal to some or all of your monthly electric usage. You can change your participation level or withdraw from the program at any time.

You pay just \$3.00 additional per month for each block of renewable energy, the equivalent of 300 kilowatt-hours (kWh). If you're interested in purchasing 100 blocks or more, be sure to ask your Energy Services Representative about our discounted rate for large purchases.

To participate, simply complete and mail the response form below, or contact your local utility for more information.

PLEASE SHARE THIS INFORMATION with others at your organization who may be interested in supporting the use of green power, such as those responsible for management, marketing, public relations, facility management, human resources or environmental initiatives.

YES, we'd like to demonstrate our commitment to a cleaner environment and a sustainable energy future. Please enroll our organization as a participant in Green Power for Business.

We agree to purchase _____ blocks of renewable energy at \$3.00 per month, for a total monthly commitment of \$ _____.

We understand that we can withdraw from the program or change our participation level at any time.

Green Power
for Business

It's the smart choice.

Fold along dotted lines, tape shut and mail.

Business/Organization Name

Account Number (see your utility bill)

Address

City

State

Zip

Name of Contact Person

Phone Number

Email Address